

"Puppy Raising".....AFFIDAVIT "7"

The Seeing-Eye School sponsors this 30-second P.S.A. to thank 4-H groups for raising seeing-eye puppies to become seeing-eye dogs. The spot explains that various 4-H clubs from around the country take part in the program. In it, members raise puppies from eight weeks of age to one year old for the sole purpose of preparing them for their work as seeing-eye dogs.

"Dudley's Dental Quiz".....AFFIDAVIT "8"

The American Dental Association sponsors this 30-second P.S.A. aimed at educating youngsters about the need for proper tooth care. In the spot, Dudley is asked by the teacher what keeps teeth and gums healthy. He states that brushing twice a day will stamp out germs and disease.

"Geography".....AFFIDAVIT "9"

This 30-second P.S.A. is aimed at pre-teens to make them aware of the world around them through geography. Through singing and game-playing, they urge other youngsters to become interested in geography, showing that it can be fun.

TV51

WTVE • Reading Broadcasting, Inc.

This is to certify that WTVE-TV51 aired the following children's program at the below dates and times:

Title: ADVENTURE PALS Length: 28:30

12/19/92	"Making The Grade"	08:30:00A-08:58:30A
12/20/92	"Locker Thief"	08:30:00A-08:58:30A
12/26/92	"Locker Thief"	07:45:00A-08:13:30A

AFFIDAVIT "1"

TV51

WTVE • Reading Broadcasting, Inc.

This is to certify that WTVE-TV51 aired the following children's program at the below dates and times:

Title: GO FOR IT Length: 28:30

10/31/92	#44	09:30:00A-09:58:30A
11/07/92	#45	09:30:00A-09:58:30A
11/14/92	#46	09:31:00A-09:59:30A
11/21/92	#47	09:25:00A-09:54:30A
11/28/92	#48	09:30:00A-09:58:30A
12/05/92	#49	09:30:00A-09:58:30A

AFFIDAVIT "2"

TV51

WTVE • Reading Broadcasting, Inc.

This is to certify that WTVE-TV51 aired the following children's program at the below dates and times:

Title: CANDID KIDS CLUB

Length: 28:30

11/01/92	#44	09:30:00A-09:58:30A
11/08/92	#45	09:30:00A-09:58:30A
11/15/92	#46	09:30:00A-09:58:30A
11/22/92	#47	09:30:00A-09:58:30A
12/06/92	#48	09:30:00A-09:58:30A
12/12/92	#49	09:30:00A-09:58:30A
12/13/92	#40	09:30:00A-09:58:30A

AFFIDAVIT "3"

This is to certify that WTVE-TV51 aired the following program at the below dates and times:

A CHILD IS BORN

12/24/92

10:00:00P-10:28:27P

12/25/92

04:30:00P-04:58:57P

AFFIDAVIT "4"

TV51

WTVE • Reading Broadcasting, Inc.

This is to certify that WTVE-TV51 aired the following children's program at the below dates and times:

Title: KIDS INTERNATIONAL, INC. Length: 28:30

12/13/92

08:00:00A-08:28:30A

12/20/92

08:00:00A-08:28:30A

12/24/92

10:00:00A-10:28:30A

02:30:00P-02:58:30P

AFFIDAVIT "5"



WTVE • Reading Broadcasting, Inc.

This is to certify that WTVE-TV51 aired the following Public Service
Announcement at the below dates and times:

Title: KIDSPEACE Length: :30

10/01/92	10/20/92
02:23:38P	08:22:10A
	11:24:02P
10/03/92	10/21/92
09:25:04A	01:25:10P
06:24:57P	
10/04/92	10/22/92
06:25:12P	07:47:12P
10/06/92	10/24/92
03:26:44P	05:25:05A
10/07/92	10/25/92
11:58:56P	05:25:00A

TV51

WTVE • Reading Broadcasting, Inc.

This is to certify that WTVE-TV51 aired the following Public Service
Announcement at the below dates and times:

Title: PUPPY RAISERS

Length: :30

10/01/92 10/19/92

04:54:54A 08:54:02A

10/03/92 10/20/92

05:25:37A 02:23:42A

01:21:13P

10/04/92

05:25:37A 10/21/92

07:25:25A

10/06/92

06:24:23A 10/24/92

01:22:45A

10/08/92

07:24:32A 10/25/92

01:21:35A

10/10/92 05:23:30A

01:50:50A

10/27/92

10/11/92 07:22:30A

01:44:40A

10/12/92

04:19:32A

10/13/92

00:24:05A

10/14/92

12:54:10P

10/15/92

08:24:30A

10/16/92

08:54:00A

AFFIDAVIT "7"



WTVE • Reading Broadcasting, Inc.

This is to certify that WTVE-TV51 aired the following Public Service
Announcement at the below dates and times:

Title: DUDLEY'S QUIZ Length: :30

10/02/92 10/22/92

03:25:22A 05:25:05A

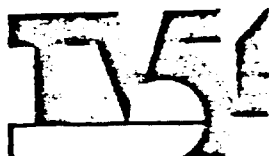
10/05/92 10/23/92

03:21:27A 06:51:30A

10/07/92 10/24/92

10:54:54A 05:25:40P

10/09/92 10/25/92



WTVE • Reading Broadcasting, Inc.

This is to certify that WTVE-TV51 aired the following Public Service Announcement at the below dates and times:

Title: DUDLEY'S QUIZ Length: :30

11/01/92 11/18/92

02:25:11A 01:26:01P

11/02/92 11/19/92

08:54:00P 02:53:05A

11/03/92 11/20/92

02:25:26A 00:23:10A

11/04/92 11/22/92

03:25:26A 00:24:00A

11:19:51A

11/05/92

01:24:28A

08:25:25A

11/06/92

01:23:53A

11/09/92

01:24:01A

09:25:22A

11/11/92

06:24:12A

11/14/92

03:51:26A

11/15/92

03:54:49A

11/17/92

03:25:58A

10:23:50A

TV51

WTVE • Reading Broadcasting, Inc.

This is to certify that WTVE-TV51 aired the following Public Service Announcement at the below dates and times:

Title: GEOGRAPHY Length: :30

11/24/92	12/12/92	12/26/92
01:24:31P	02:21:40A	04:54:50A
		07:53:40P
11/25/92	12/13/92	
10:24:06A	02:25:25A	12/27/92
11:23:01A		04:50:21A
	12/14/92	07:55:04P
11/26/92	02:53:59A	
01:24:30P		12/31/92
	12/15/92	01:22:15P
11/27/92	03:22:26P	
11:24:34A		
	12/17/92	
11/30/92	05:27:36A	
10:22:18A		
	12/18/92	
12/01/92	05:25:51A	
05:20:07A		
	12/19/92	
12/02/92	02:21:30A	
05:20:08A		
	12/20/92	
12/03/92	02:23:00A	
09:24:40A		
	12/21/92	
12/05/92	05:24:11A	
11:25:00A		
	12/22/92	
12/07/92	10:48:34A	
09:23:56A		
	12/24/92	
12/10/92	09:49:09P	
02:54:01A	11:58:30P	
12/11/92	12/25/92	
02:52:51A	11:58:17A	

AFFIDAVIT "9"

WTVE-TV 51
READING, PENNSYLVANIA
FOURTH QUARTER 1992

SECTION IV

Children's Non-Broadcast Efforts

CHILDREN'S NON-BROADCAST EFFORTS

WTVE-TV 51 performed the following non-broadcast children's efforts between October 1 and December 31, 1992:

GREAT VALLEY GIRL SCOUT COUNCIL

2633 Moravian Avenue
Allentown, Pennsylvania 18103

10/26/92 Dan Bendetti, WTVE Production Manager, led the Great Valley Girl Scout Council on a tour of the WTVE studio facility. The group was comprised of two troops, totalling approximately 40 girls. The purpose of the tour was to learn more about television firsthand and to fulfill requirements to earn a telecommunications merit badge. Dan demonstrated equipment, explained satellite feeds and showed them how footage is edited. The tour lasted approximately two hours. Karol DiPasquale was the group leader.

HUMANE SOCIETY OF BERKS COUNTY

1801 North 11th Street
Reading, Pennsylvania 19604

10/27/92 Dan Bendetti met with Lindy Scholar, the Executive Director of the Humane Society of Berks County. The purpose of the meeting was to discuss production of a weekly half hour show aimed at children pre-school through age twelve. Each show would deal with pet ownership and the responsibilities that it entails. The programs would have youngsters asking Lindy various questions about the featured animals of the week. The outcome of the meeting was that all parties would meet again at a later date to discuss logistics, producership roles and scheduling.

Note: WTVE already enjoys a long and successful relationship with the local Humane Society, producing "Pet-of-the-Week" on a regular basis. The proposed three-minute segments would expand upon the service WTVE already provides the organization.

GIRL SCOUT TROOP (CHARLENE DUFFY, LEADER)

JUNIOR GIRL SCOUT TROOP #132 (LINDA DECASARE, LEADER)

Reading Service Center

17 South 4th Street

Reading, Pennsylvania 19602

12/10/92 Kim Bradley led a group about fifteen Brownie Scouts from Junior Troop #132 on a tour of the station. Members of the troop wanted to find out more about producing their own commercials. Linda Decasare, the troop supervisor, reports that the group is working hard on their commercial projects, using what they learned from Kim. The tour lasted an hour and a half.

WTVE-TV 51
READING, PENNSYLVANIA
FOURTH QUARTER 1992

SECTION V
Children's Ascertainment

CHILDREN'S ASCERTAINMENT

The following represents WTVE-TV 51's Children's Ascertainment efforts for the period October 1, 1992-December 31, 1992:

WTVE prepares and distributes a questionnaire following group tours and school visits (for a sample, please see Exhibit A). Station representatives ask that the questionnaires be filled out and mailed back to the station.

Of those who filled out the questionnaires and returned them to the station, the topics listed were:

- *Drugs
- *Bad language
- *Bad grades, staying in school
- *Murders
- *Being street smart
- *Fires
- *Accidents
- *Environment
- *Health
- *Peer pressure
- *Diseases
- *Money/economy
- *Community

Note: WTVE reviewed its return-rate at the end of the quarter. It was decided to request that the questionnaires be filled out on the spot after tours and school visits. Station personnel spent too much time on the phone trying to get the questionnaires filled out and returned, with little or no success. Therefore, it was decided that moving forward, the questionnaires will be filled out before group tours leave.



WTVE • Reading Broadcasting, Inc.

CHILDREN'S ASCERTAINMENT

WTVE-TV51 in it's on going efforts to serve the needs of children would like to know what you feel are ten important issues that effect the children of today. You may use personal experiences of yourself or that of others. You may also use enviromental and social problems. This information is going to help WTVE to better know the community and it's needs.

AGE: _____

SCHOOL DISTRICT: _____

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____

Is there anything that you would like to know more about but not

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73-6

WTVE-TV 51
Reading, Pennsylvania

FIRST QUARTER 1993

(January 1-March 18, 1993)

WTVE-TV 51
READING, PENNSYLVANIA

FIRST QUARTER 1993

(January 1-March 18, 1993)

SECTION I

WTVE-TV 51
READING, PENNSYLVANIA
ISSUES/ PROGRAMS REPORT
FIRST QUARTER, 1993
(Through March 18, 1993)

I. PUBLIC SERVICE PROGRAMMING

ISSUES SIGNIFICANTLY ADDRESSED DURING THE PERIOD JANUARY 1, 1993-MARCH 18, 1993:

1). ISSUE: ANIMAL WELFARE

"Pets-of-the Week"AFFIDAVIT "1"

WTVE produces these one-minute segments each week in conjunction with the local Humane Society. The shelter provides dogs and cats which the station tapes in-studio, along with a description about each animal. Viewers are urged to become a part of the Society's "Adopt-A-Pet" program.

Note: The series has proved highly successful. Even if the pets on-screen are adopted early in the week, it still brings people to the shelter to adopt other pets.

"Animal Rescue League"AFFIDAVIT "2"

WTVE produced this 30-second P.S.A. that shows various aspects of the Animal Rescue league, including grooming, information on spaying and neutering, and training tips. WTVE also did tape dubs and sent the spot to other area television stations.

2). ISSUE: ANTI-ALCOHOL ABUSE

"In Touch.....AFFIDAVIT "3"

Produced in a previous quarter by WTVE, this three-minute segment focuses on drunk driving, with statistics, a discussion of the current laws, causes and ramifications. The guest is Marie Fetter, Founder of the Berks County Chapter of M.A.D.D., who talks about the efforts on the part of her organization in terms of education and garnering public support.

"Lost Keys"AFFIDAVIT "4"

3). ISSUE: ARMED FORCES CONCERNS

"Selective Service".....AFFIDAVIT "6"

This 30-second P.S.A. advises men who are turning 18 years of age that they are required to register with the Selective Service. The spot states that it's quick, it's easy and it's the law. Sponsored by the Selective Service System.

4). ISSUE: COMMUNITY AWARENESS

Community Calendar.....AFFIDAVIT "7"

These 60-second inserts, produced and edited by WTVE, promote activities, fund-raisers and events of local nonprofit agencies and organizations. Examples include:

*The Full-Gospel Businessmen's Fellowship Banquet will be held on Thursday, January 14th at 7:00 PM at the Day's Inn conference center.

*The Annual Shoe Drive for the Homeless will begin on January 11th at area shopping malls. The 1993 goal is 150,000 pairs of shoes donated to the needy.

*The Reading Urban Ministry's new Family Action Support Team will offer parent education and support meetings at the YMCA beginning on January 14th at 6:00 PM.

- *The Tri-County Reading Association is sponsoring a story-telling class on Wednesday, February 3rd at 7:00 PM at the Wilson Southern Junior High School.
- *Auditions for the 1993 edition of the Hershey Park Marching Band will be held on February 7th, 27th and 28th at the Hershey Park Service Center.
- *On February 12th and 13th, Exeter High School will host the first dual match tournament ever to be held in Berks County. Wrestling will begin at 7:15 PM on Friday and 10:00 AM on Saturday.
- *On Sunday, February 14th, the First United Church of Christ at Reed and Washington Streets will present a musical Valentine featuring Cheryl Crider and Kathryn Foster. The recital begins at 3:00 PM.
- *On Thursday, February 18th, the Hershey Museum will present the first in a series of ten training seminars for school tour guides at the museum.
- *Epler's United Church of Christ is serving a chicken pot pie dinner on Saturday, March 6th from 4:00 to 7:00 PM.
- *Wilson Southern Junior High will host its "Spring Fever" craft show on Saturday, March 6th, from 9:00 to 3:00 PM.
- *Reading Area Community College will host the Puppet Factory on Saturday, March 13th at 11:00 AM, with a performance of the Russian folk tale "The Firebird".
- *The Lasalle Academy Booster Club will sponsor an art show and auction on Saturday, March 13th. The evening will start at 6:30 PM with a preview of the art. The auction will begin at 7:30 PM.
- *Hamburg High School will present "Damn Yankees" on Friday, March 12th and Saturday, March 13th. Showtime for both nights is 7:30 PM.
- *The Reading Symphony Orchestra will present the All-Request Concert on Saturday, March 13th, 8:00 PM at the Rajah Theater.
- *Become a foster parent. The Wiley House treatment center is seeking families in Berks County to provide temporary homes for school-age children.
- *The Fourth-Annual "Spring Fest" will be held at the Tamaqua Elementary School on Saturday, March 20th. The craft show will begin at 10:00 AM. Kite-flying competition starts at 11:00 AM.
- *The Wednesday Lenten Service at the Trinity Lutheran Church will feature the Rev. E.D. Ward as the guest speaker. The service begins at 12:05 PM.

5). ISSUE: CONCERNS OF CHILDREN

"Adventure Pals"AFFIDAVIT "8"

This award-winning series for children uses a mix of stories, music, clowns, puppets and special guests to address real-life issues facing kids. Self-esteem, parent/child relationships and concern for others are some of the topics. Broadcast weekly, the program encourages the development of positive, pro-social character traits such as sharing, honesty, integrity and taking responsibility. Produced by Christian Children's Associates, there are no product advertisements or commercial breaks within the half-hour programs.

"Widget"AFFIDAVIT "9"

"Arts"AFFIDAVIT "13"

This 30-second P.S.A., produced by the New Jersey Network, encourages children to participate in the arts through dancing, reading poetry, drawing and music.

"Playing Field"AFFIDAVIT "14"

This 30-second P.S.A., sponsored by the Warwick, Rhode Island Childreach (the U.S. affiliate of Plan International), promotes understanding by explaining that even when children are playing, life is still hard.

"Stephanie"AFFIDAVIT "15"

The Points of Light Foundation sponsors this 30-second P.S.A. Stephanie, a blind girl, is reading to fellow classmates. Spot promotes goodwill and understanding, while stressing the importance of finding a way to help others.

"Drawing"AFFIDAVIT "16"

The Bureau of Crime Prevention sponsors this 30-second P.S.A. aimed at children. As a part of the McGruff Crime Dog series, a young boy depicts his neighborhood as filled with drug dealers, gang members, gunshots and sirens. The point of the P.S.A. is that he considers this "normal", and that children must be educated in the ways of a crime-free environment.

"Geography"AFFIDAVIT "17"

This 30-second P.S.A. is aimed at pre-teens to make them aware of the world around them through geography. Through singing and game-playing, they urge other youngsters to become interested in geography, showing that it can be fun.

6). ISSUE: CONCERNS OF THE ELDERLY

WTVE post-produces and airs an ongoing three-minute feature entitled "Elderly Update". The station takes stock footage from a newsfeed company and localizes the features with wraparound information about the following area seniors groups and organizations:

- *Berks County Office of Aging
- *Horizon Center
- *Berks County Senior Citizens Council
- *Kutztown Senior Neighborhood Center
- *Mifflin Senior Neighborhood Center
- *Hamburg Senior Neighborhood Center
- *Temple Association for Retired Professionals

The following installments of "Elderly Update" aired on WTVE in the First Quarter of 1993: